

# NEWS RELEASE

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## U.S. Nursery Production Valued at \$4.65 Billion

The **gross value of sales** in 2006 for 12 nursery and cut Christmas tree categories totaled \$4.65 billion for operations with \$100,000 or more in sales in the 17 States surveyed, an increase of 17 percent over 3 years earlier. In 2006, broadleaf evergreens accounted for 18 percent of the total sales, followed by deciduous shrubs at 14 percent, and deciduous shade trees at 13 percent, and coniferous evergreens at 12 percent.

The **number of nursery producers** in 2006 with sales of \$10,000 or more in the 17 States surveyed was 7,292. Producers with sales of \$100,000 or greater number 3,326, of those, there were 905 with sales over \$1 million. States with the largest number of producers were: Florida, 1,307; Oregon, 878; North Carolina, 707; and California, 669.

### Nursery Category Highlights:

- The largest contributor of gross sales is **broadleaf evergreens**, with sales of \$839 million in 2006, up 2 percent from 2003, and 18 percent of the total nursery and cut Christmas tree sales. Plants included in this category are azaleas, boxwoods, euonymus, hollies, and other broadleaf evergreen plants.
- At \$648 million, **deciduous shrubs** are the second largest contributor to sales with 14 percent of the nursery total, up 11 percent from 3 years ago. The category includes buddleias, hibiscus, hydrangeas, lilacs, roses, and other deciduous shrubs.
- **Deciduous shade trees** are the third ranking category with total sales of \$584 million, 13 percent of the nursery total, up 14 percent from 2003. Trees included are ash, birch, honey locust, maples, oak, and other deciduous shade trees.
- **Coniferous evergreens** are the fourth largest sales category with gross sales of \$562 million, 27 percent greater than 3 years earlier, and 12 percent of the 17 State total. Arborvitae, balled and burlapped Christmas trees, cedar, fir, pine, and other coniferous evergreens make up this category.
- **Deciduous flowering trees** account for \$313 million of gross sales or 7 percent of the total, up 13 percent from 2003. Types of trees included in the category are crabapple, crape myrtle, dogwood, ornamental pear, redbud, and other deciduous flowering trees.
- Sales by producers who reported \$100,000 or more of **cut Christmas trees** total \$211 million, or 5 percent of the survey total, and 15 percent more than 3 years earlier. Sales by growers who reported \$10,000 or more cut Christmas trees total \$249 million. North Carolina ranked second behind Oregon in gross sales. Cut Christmas trees include Douglas fir, Frasier fir, grand fir, noble fir, Scotch pine, spruce, Virginia pine, white pine, and other varieties.